

**Handy Type Index** 

AMERICAN TYPE FOUNDERS



#### This Handy Index

shows one-line samples of all ATF faces currently manufactured for stock. Most of them are immediately available from your authorized ATF Type Dealer. This catalog also gives information on sorts, spaces and quads, leads and slugs, etc. For quick reference, see table of contents on this page.

It's EASY TO ORDER any of the type faces or accessories shown. Simply indicate your requirements on an order blank, as furnished by your dealer, or, if you prefer, use your own purchase order or letterhead and mail it to your ATF type dealer. In most cases, he will make prompt shipment from his comprehensive stock.

#### How to use this

#### Handy Type Index

To help you choose the style and quantity of the face you need, just refer to the alphabetical listing of type faces. There you will find, accompanying each sample line, all you need to know about sizes made, number of characters in the font, etc. Here is an example of one of the entries with an explanation of the designations used:

Bernhard Gothic Medium 525

## PACK MY BOX WITH FIVE DI Pack my box with five dozen jug | 123

8pt	22A	52a	17-1	24ot	7A	15a	7-1	48pt	34	70	2-1
10pt	21A	47a	15-1	30pt	5A	12a	5-1	60ot			
12pt	18A	42a	11-1	36et	5A	10a	4-1	72pt	34	50	3-1
14pt	15A	35a	10-1							-	-

#### Name and Number of Face

The full name and face number (Bernhard Gothic Medium 525) should be stated, as in some cases several weights and widths of the same face are available.

#### **Alignment Position**

The vertical rule in each specimen line graphically indicates the exact body size of the type. This enables you to see the placement of the face on the type body and the alignment position.

#### Type Sizes

The point sizes given refer to the body size of the type. These are usually simple designations, such as 24 pt, 30 pt, etc. In some cases, different face sizes are available on the same body size, as in the Copperplate Gothics. For instance, 6 pt No. 1, 6 pt No. 2, 6 pt No. 3, etc. Sizes printed 18/24 or 120/96 should be read "18 point face on 24 pt body," or "120 point face on 96 point body."

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Spaces and Quads2	1 and 22

#### Various Type Bodies

Most faces are now east on a regular square body. Some are designed with an extreme slope, necessitating an angle body. Such faces are marked with a "bullet" or round dot. These fonts contain a sufficient quantity of angle spaces. Handmade scripts on wing bodies are Bank Script, Commercial Script, Royal Script, Typo Script and Typo Script Extended.

#### Contents of a Font

Fonting schemes for every size are also shown. These schemes indicate the quantity of every character contained in the font, in a correct proportion based on the frequency with which the various letters of the alphabet are used.

In our example, 6 pt Bernhard Gothic Medium shows a scheme of 26A, 58a, 21 figures 1. To determine the quantity of the other characters contained in the fost, refer to the table on page 28. For the cape, simply follow down the column headed 26. Do the same with the column headed 58 and 21 on the proper "Lowercase" and "Figures" rbbles.

#### **How to Order**

When ordering type, be sure to specify the face name, number and the sizes required. For example:

1 FONT 6 PT BERNHARD GOTHIC MEDIUM 525

When you order one font, packages of caps, lowercase and figures will be supplied, or just caps and figures are lowercase is made. Capitals, lowercase and figures are packaged separately and may be purchased individually. Just specify "capitals only," "lowercase only," etc., following the type size. Punctuation marks are supplied into cap and lowercase fonts. Periods, commas, hyphens and dollar sims are also included with futures.

You will most likely need spaces and quads, too and perhaps leads and slugs as well. For information on these items see pages 21 and 22.

#### **Identification of Type**

When type is ordered to match fonts of doubtful identity, set a word or two and compare with specimen words in this catalog. The face number is stamped on cap H and/or lowcrase m where space allows. If still in doubt, the letters H and m, together with a printed sample of any other characters, should be sent with the order to insure positive identification.

#### **Typewriter Faces**

When setting facsimile typewritten letters, extra fonts of lowercase characters are usually needed.

To maintain the appearance of typewritten copy, justifiers should be used between words instead of regular spaces. As justifiers have the same setwise thickness as the characters, they position the letters one above the other, as in typewriting. When ordering justifiers, it is advisable to send samples or to specify the typewriter face for which they are required.

#### **Accented Letters**

Fonted assortments of Spanish accented letters are available for some faces in 6, 8, 10, 12, 14, 18 and 24 point. See page 20. Larger sizes of Spanish, or accented characters for other languages may be ordered as sorts, in 6° lines per character. See pages 22 and 23.) When ordering sorts, specify type face and number, size, language and characters desired. If matrices are available, your order will be east promptly. Sorry, no complete catalog of accented letters is available.

#### **ATF's Sorts Service in Lines**

Sorts, in 6' lines per character, can be supplied for all active and discontinued type faces, ornaments, special characters, etc., for which matrices are in our possession. More detailed information is shown on pages 22 and 23 of this catalog. As sorts are cast to order, a few weeks must be allowed for delivery. We regret that sorts may not be returned for ceftit.

#### **Other Special Casting Services**

ATFA Foundry Cast Adeuts and Logotypes are economical and superior in quality to electrotypes. Martices for almost all trade-marks, emblems, etc., can be engraved to your special order at reasonable prices. Typecuts east from such martices can be supplied in any number of 6° lines, with a minimum of one 6° line per cut. (A 6° line comprises as many type, cast from one matrix, as can be placed in a 36-pica line.) For additional information on this service, see pages 22 and 23.

### For Best Service

Your ATF Type Dealer will gladly answer any further questions you may have. He was appointed to be of help to you. Contact him on all matters pertaining to ATF type and foundry products. His inventory enables him to give you prompt service on most items manufactured by our foundry.

Ask him for a copy of our catalog describing the complete line of typographic accessories, such as ornaments, handypacks, initials, monograms, etc.

You will encounter unnecessary delays by sending your orders direct to the type foundry. Contact your authorized ATF Type Dealer, always! He is most familiar with your requirements. This is 36 point AMERICANA, a new pace setter from AMERICAN TYPE FOUNDERS CO., INC.

Available in 10 through 72 point, its daring execution provides a fresh approach to letter design.

#### Important Notice

When a new font of type is to be laid in the case, first pull a proof of the font, to identify strange characters and to prove any claim for damaged or missing letters.

Ad Lib 718

18 pt. sho

## PACK MY BOX WITH FIVE D Pack my box with five d 123

Tuest my beat with the upin

Alternate Gothic No. 1-6

## PACK MY BOX WITH FIVE DOZEN JUGS | ABCDE Pack my box with five dozen jugs | 1234567890

Alternate Gothic No. 2-7

ot, shown

# PACK MY BOX WITH FIVE DOZEN JUGS | A Pack my box with five dozen jugs | 12345

6pt 38A 70a 26-1 18pt 15A 27a 10-1 42pt 6A 10a 5-8pt 31A 60a 21-1 24pt 11A 17a 8-1 48pt 5A 9a 4-10pt 30A 52a 17-1 30pt 9A 15a 7-1 40pt 4A 6a 3-12pt 27A 48a 17-1 36pt 7A 12a 5-1 72pt 4A 5a 4-14pt 21A 39p 13-1

Alternate Gothic No. 3—8

pt. shown

## PACK MY BOX WITH FIVE DOZEN JU| Pack my box with five dozen ju|123

6pt 34A 60c 22-1 18pt 12A 26c 9-1 42pt 5A 9c 4-1 8pt 72A 53c 21-1 24pt 9A 15c 7-1 48pt 4A 7c 3-1 10ct 26A 4c 17-1 30pt 6A 13c 7-1 60pt 3A 5c 3-1 12pt 24A 4fc 13-1 36pt 6A 10c 5-1 72pt 3A 6c 4-1 14pt 26A 3dc 11-1

**American Typewriter 11** 

PACK MY BOX WITH FIVE DOZEN JUGS ABCDEFG

Pack my box with five dozen jugs 1234567

atf

...Type Faces

Balloon Extrahold 677

18 pt. shown

## PACK MY BOX WITH FIVE 1234

12pt 19A 12-1 30pt 14pt 17A 10-1 36pt 18pt 10A 8-1 48pt 60pt 4A 3-1 72pt 3A 3-1 96/72 3A 3-1

**Bank Gothic Bold 534** 

## PACK MY BOXI123

6-21 27A 19-1 12:25 17A 10-1 12:28 10A 5-1 6-22 22A 15-1 12:26 14A 8-1 18:29 7A 5-1 6-23 20A 12-1 12:27 12A 7-1 18:30 5A 4-1 6-24 16A 11-1

Bank Gothic Condensed Light 574

PACK MY BOX WITH FI[123 翻数相 關稅間 關稅期

Bank Gothic Cond. Medium 575

18-50 shown

PACK MY BOX WITH|1234

Bank Gothic Light 532

18-10 shown

PACK MY BOXI123

Bank Gothic Medium 533

18-20 shows

PACK MY BOX|123

Bank Script 1540

18 pt. show

Pack My Box With Five Doze 123

PACK MY BOX WITH F|
Pack my box with five | 1234

Raskerville Roman 15

PACK MY BOX WITH FIVE Pack my box with five dozen 123

Baskerville Italic 16

PACK MY BOX WITH FIVE Pack my box with five dozen jul 123

**Bernhard Fashion 527** 

18-1 7A 27a 10-1 18-2 6A 22a 9-1

PACK MY BOX WITH FIII
Pack my box with five dozen jugs 12345
1281 111 450 151 1 1881 74 750 161 1 1881 94 14 150 251

Bernhard Gothic Extra Heavy 546

**Bernhard Gothic Heavy 530** 

PACK MY BOX WITH FIVE D Pack my box with five dozen j 123 PACK MY BOX WITH FIVE DOZ Pack my box with five dozen ju 1234

**Bernhard Gothic Medium 525** 

18 pt. show

PACK MY BOX WITH FIVE DI Pack my box with five dozen jug|123

Bernhard Gothic Med. Cond. 672 18 pt. shown

Bernhard Gothic Med. Italic 537

PACK MY BOX WITH FIVE DI Pack my box with five dozen ju | 123

Bernhard Modern Bold 670

18 pt. shows

PACK MY BOX WITH FIVE Pack my box with five dozen 123

Bernhard Modern Bold Italic 671

18 pt. shows

Bernhard Modern Roman 668

PACKMY BOX WITH FIVE DO Pack my box with five dozen just 123

Bernhard Tango 582

PACK MY BOX WITH FIVE DI Pack my box with five dozen jugs 1234 18pt 9A 28a 9-1 36pt 5A 12a 4-1 24pt 7A 18a 7-1 48pt 3A 9m 3.1

Bodoni 22

PACK MY BOX WITH FIVE DI Pack my box with five dozen[1234 18pt 9A 21a 9-1 24pt 8A 14a 8-1 30pt 6A 11a 5-1 36pt 5A 9a 5-1

**Bodoni Bold 24** 

PACK MY BOX WITH FIVE DI Pack my box with five doze 123

Bodoni Bold Italic 25

PACK MY BOX WITH FIVE D Pack my box with five dozen 123 18pt 9A 20c 8-1 42pt 4A 7c 4-1 24pt 7A 13c 7-1 43pt 3A 6c 3-1 30pt 5A 10c 5-1 60pt 3A 5c 3-1 36ct 5A 8c 4-1 72pt 3A 4c 3-1



## Type Faces

Bodoni Book 27

PACK MY BOX WITH FIVE DOZEI Pack my box with five dozen jug 123 6pt 28A 60o 26-1 14pt 17A 35o 11-1 8pt 21A 45o 21-1 18pt 10A 22o 9-1 10pt 22A 44o 17-1 24pt 9A 15o 7-1

Bodoni Book Italic 28

PACK MY BOX WITH FIVE DOZE Pack my box with five dozen jugs 123

6pt 29A 63a 26-1 12pt 19A 40a 13-1 24pt 8A 15a 7-1 8pt 21A 46a 21-1 14pt 16A 35a 11-1 30pt 6A 12a 5-1 Rodoni Italic 23

PACK MY BOX WITH FIVE DO Pack my box with five dozen ju 123 6pt 27A 58a 26-1 12pt 17A 36a 13-1 24pt 8A 13a 7-1 8pt 20A 43a 21-1 14pt 16A 32a 11-1 30pt 6A 11a 5-1 10at 20A 43- 17-1 14pt 16A 32a 11-1 30pt 6A 10a 5-1

Bodoni Open 544

PACK MY BOX WITH FIVE D Pack my box with five dozen 1234 18pt 10A 21o 9-1

**Boxhead Gothics 38** 

4-1 32A 23-1 4-11 40A 27-1 Brody 704

Pack My Box With Five Dozen Jugs 12345 18pt 12A 28o 10-1 36pt 5A 11o 5-1 60pt 3A 6o 3-1 24pt 9A 17o 8-1 48pt 4A 8o 4-1 72pt 3A 4o 4-1

Brush 689

Pack My Box With Five Doze 123

PACK MY BOX WITH FIVI Pack my box with | 123

Rulmer Italic 498 18 at shown

PACK MY BOX WITH FIVE DOZE Pack my box with five dozen jugs 12345 6pt 25A 55a 21-1 14pt 17A 37a 12-1 8pt 21A 47a 19-1 18pt 11A 25a 10-1 10pt 22A 47a 15-1 24pt 8A 16a 8-1 12pt 19A 47a 15-1 24pt 8A 16a 8-1

Bulmer Roman 497

PACK MY BOX WITH FIVE DOZ Pack my box with five dozen jug 123

**Card Light Litho 45** 

PACK MY BOX WITH FIVE DOZ 123 12-3 13A 10-1 6-4 20A 21-1 12-1 20A 17-1 6-1 30A 26-1 6-2 26A 22-1

**Card Mercantile 46** 

PACK MYI1234 18-8pt 4A 4-1 24-9pt 4A 3-1 30-10pt 34 3-1 8-5pt 13A 11-1 10-6pt 11A 9-1 6-3pt 17A 16-1 6-4pt 15A 14-1 6-11pt 29A 26-1

Caslon No. 540-233

PACK MY BOX WITH FIV Pack my box with five doze 123

PACK MY BOX WITH FIL Pack my box with five|123

6pt 22A 47a 25-1 18pt 8A 17a 7-1 8pt 18A 38a 20-1 24pt 6A 11a 5-1 10pt 17A 35a 15-1 30pt 5A 9a 4-1 12pt 15A 30a 12-1 36pt 4A 7a 3-1

Casion Bold Condensed 818

PACK MY BOX WITH FIVE DOZ Pack my box with five dozen jul123

Caslon Italic No. 540-

PACK MY BOX WITH F Pack my box with five dozen 1234 18pt 7A 21a 8-1 24pt 5A 12a 7-1 30pt 4A 9a 5-1 36pt 4A 8a 5-1

Casion Oldstyle No. 471-50

PACK MY BOX WITH FIVE DO Pack my box with five dozen jul 1 23 6pt 25A 58a 26-1 14pt 14A 33a 11-1 8pt 21A 53a 21-1 18pt 9A 22a 9-1 10pt 20A 50a 15-1 24pt 6A 13a 7-1

Casion Oldstyle Italic No. 471-51

PACK MY BOX WITH FIVE D Pack my box with five dozen jugs 12345 6pt 25A 60a 26-1 14pt 14A 37a 11-1 8pt 21A 55a 21-1 18pt 9A 25a 10-1 10pt 20A 51a 17-1 24pt 7A 15a 9-1

Caslon 641-723

PACK MY BOX WITH FIL Pack my box with five 1234 10pf 18A 37e 15-1 24pt 6A 12e 8-1 48pt 3A 5e 4-1 12pt 16A 33e 15-1 30pt 5A 10e 7-1 60pt 3A 5e 4-1 14pt 13A 26e 11-1 36pt 4A 8e 6-1 72pt 3A 4e 3-1 18pt 9A 18e 9-1 47et 3A 6e 4-1 18 of shown

PACK MY BOX WITH FI Pack my box with five dozen1123

Century Bold 55

PACK MY BOX WITH FIVE Pack my box with five doz 123 18pt 9A 18a 9-1 42pt 3A 6a 4-1 24pt 7A 12a 7-1 48pt 3A 5a 3-1 30pt 5A 9a 5-1 60pt 3A 5a 4-1 30pt 5A 9a 4-1 72pt 3A 4-2 1

Century Bold Condensed 56

PACK MY BOX WITH FIVE DOZEN JUGSI Pack my box with five dozen jugs 123456

Century Bold Italic 58

PACK MY BOX WITH FIV Pack my box with five do 123 6pt 24A 50a 20-1 12pt 15A 30a 11-1 8pt 19A 39a 15-1 14pt 12A 24a 10-1 10at 18A 36a 12-1 18a 8A 17a 8.1

**Century Catalogue 444** 

PACK MY BOX WITH FIVE DOZEN JUGS! Pack my box with five dozen jugs 1234567890 10pt 20A 43a 17-1 6pt 25A 54a 26-1

18 pt. shown

**Century Catalogue Italic 468** 

PACK MY BOX WITH FIVE DOZEN JUL

Pack my box with five dozen jugs 1234567890 10pt 19A 42a 13-1 6pt 24A 53a 21-1

**Century Expanded 59** 

PACK MY BOX WITH FIVE Pack my box with five doz 123

Type Faces

Century Expanded Italic 60

PACK MY BOX WITH FIVE Pack my box with five doze 123

Century Nova 719

PACK MY BOX WITH FIVE DOZI pack my box with five dozen liquil 123

Century Nova Italic 721

PACK MY BOX WITH FIVE D Pack My Box With Five Dozen 123 10pt 23A 43c 19-1 12pt 21A 38c 17-1 18pt 11A 23o 11-1 36pt 5A 9o 7-1 24pt 9A 15o 9-1 42pt 5A 8o 6-1

Century Oldstyle 61

PACK MY BOX WITH FIVE Pack my box with five dozl1234 6pt 24A 49e 26-1 10-2 21A 43e 16-1 8pt 20A 42e 21-1 12pt 16A 33e 13-1 18pt 9A 18a 9-1 24pt 7A 12a 7-1

Century Oldstyle Bold 63

PACK MY BOX WITH FIL Pack my box with fivel123 12pt 15A 30a 10-1 14pt 12A 25a 9-1 6pt 22A 45o 17-1 8pt 18A 38o 13-1

Century Oldstyle Italic 62

PACK MY BOX WITH FIVE DOZEN IUGI Pack my box with five dozen jugs 1234567890 PACK MY BOX WITH FIVE | Pack my box with five doz | 123

Century Schoolbook Bold 479

PACK MY BOX WITH FIV|
Pack my box with five|1234

 6pt
 23A
 45o
 19·1
 14pt
 12A
 23o
 9·1
 30pt
 5A
 9a
 5-1

 8pt
 18A
 3do
 15·1
 16pt
 9A
 17o
 9·1
 36pt
 4A
 7o
 4-1

 10pt
 17A
 3da
 12·1
 18pt
 8A
 6a
 8-1
 48pt
 3A
 5a
 3-1

 12pt
 15A
 29a
 11·1
 24pt
 6A
 10a
 5-1

Century Schoolbook Italic 465

PACK MY BOX WITH FIV | Pack my box with five doz | 123

Cheltenham Bold 67

18 pt. show

PACK MY BOX WITH FIVE | Pack my box with five doz | 123

Cheltenham Bold Condensed 68

PACK MY BOX WITH FIVE DOZEN|
Pack my box with five dozen jug|1234

144 17A 333 10-1

Cheltenham Bold Extended 72 18 pt. show

PACK MY BOX WITH|
Pack my box with|123

PACK MY BOX WITH FIVE DOZEN JUGS|ABC
Pack my box with five dozen jugs|123456789

Cheltenham Bold Outline 75

PACK MY BOX WITH FIVE Pack my box with five doz 123

PACK MY BOX WITH FIVE
Pack my box with five dozen jug | 1 23

Civilite 482

Dack My Box With Five Dozen Jugs 12345

Cloister Black 98

18 pt. show

Pack My Box With Five D|123

Commercial Script 107

18 pt. show

Pack My Box Wilh Five Doze | 123

## PACK MY BOX WITH FII123

10pt 25A 13-1 12pt 21A 11-1 16pt 15A 11-1

Contact Bold Condensed 690

PACK MY BOX WITH FIVE DOZEN JUL Pack my box with five dozen jugs 1

Contact Bold Cond. Italic 691

PACK MY BOX WITH FIVE DOZEN A Pack my box with five dozen jug 1

8pt 20A 46a 19-1 24pt 9A 13a 7-1 10pt 25A 43a 13-1 30pt 7A 10a 5-1 12pt 21A 37a 12-1 36pt 5A 8a 4-1 14pt 18A 30a 10-1 42pt 4A 7a 2-1

Cooper Black 1590

PACK MY BOX WITH F Pack my box with 1234

12pt 15A 27c 10-1 30pt 4A 7c 4-1 14pt 12A 21c 9-1 36pt 3A 5c 3-1 18pt 7A 14c 7-1 48pt 3A 4c 3-1

Cooper Black Italic 1592

PACK MY BOX WITH FI Pack my box with five 123

12pt 15A 29a 11-1 30pt 4A 7a 4-1 14pt 12A 24a 10-1 36pt 3A 6a 3-1 18pt 7A 15a 8-1 48pt 4A 4a 3-1

Copperplate Gothic Bold 132

18-50 shows

PACK MY BOXI1234

6-41 33A 23-1 6-42 29A 21-1 6-43 24A 17-1 12-45 18A 12-1 12-46 16A 10-1 12-47 13A 9-1

.. Type Faces

Copperplate Gothic Heavy 130

PACK MY BOXII 234 12-25 19A 12-1 12-26 16A 10-1 12-27 13A 9-1

Copperplate Goth, Hvv. Cond. 129

PACK MY BOX WITHII 23 6-11 40A 27-1 12-15 25A 15-1 6-12 34A 22-1 12-16 21A 12-1 6-13 29A 21-1 12-17 17A 10-1

Copperplate Goth, Hyv. Extend, 135

PACK MY BI123 6-71 28A 21-1 12-75 15A 9-1 6-72 24A 19-1 12-76 13A 8-1 6-73 20A 13-1 12-77 11A 7-1

Copperplate Gothic Italic 133

PACK MY BOXI123 6-51 33A 23-1 12-55 19A 11-1 6-52 29A 21-1 12-56 16A 9-1 6-53 24A 19-1 12-57 13A 8-1

**Copperplate Gothic Light 128** 

PACK MY BOXI1234 6-1 33A 23-1 12-5 19A 12-1 6-2 29A 21-1 12-6 16A 10-1 6-3 24A 17-1 12-7 13A 9-1

Copperplate Gothic Lt. Cond. 131

PACK MY BOX WITHII23

Copperplate Goth, Lt. Extend, 134

PACK MY BI123 12-65 15A 9-1 12-66 13A 8-1 12-67 11A 7-1

PACK MY BOX WITH Pack my box with 1234 8pt 16A 32a 12-1 18pt 7A 15a 6-1 10pt 15A 30a 10-1 24pt 5A 10a 5-1 12pt 13A 26a 9-1 30pt 4A 8a 4-1

Craw Clarendon Book 712

PACK MY BOX WITH FI Pack my box with fiv 123 Rpt 16A 35a 14-1 | 18pt 7A 15a 7-1 48pt 3A 5a 3-1 10pt 16A 31a 11-1 24pt 5A 10a 6-1 60pt 3A 5a 3-1 12pt 16A 270 10-1 30pt 4A 8a 4-1 72pt 3A 4a 4-1

**Craw Clarendon Condensed 717** 

PACK MY BOX WITH FIVE DOZE Pack my box with five dozen|123 14pt 17A 30a 11-1 36pt 6A 9a 5-1 72pt 3A 3a 4-1 18pt 11A 21a 9-1 48pt 4A 7a 4-1 84pt 3A 3a 3-1 24pt 9A 13a 7-1 60pt 3A 5a 3-1 96-4 24

Craw Modern 714

PACK MY BOX WIT Pack my box wit|123 6pt 16A 31a 12-1 14pt 8A 16a 7-1 36pt 3A 5a 3-1 8pt 13A 25a 10-1 18pt 6A 12a 5-1 48pt 3A 4a 3-1 10pt 12A 22a 9-1 24pt 5A 8a 4-1 77abt 3A 3a 3-1

Craw Modern Italic 720

PACK MY BOX WIT | pack my 1234567890 10pt 15A 27a 10-1 18pt 6A 13a 5-1 12pt 11A 21a 8-1 24pt 5A 8a 4-1 14pt 10A 19a 7-1 20pt 4A 6a 21

Craw Modern Bold 716

PACK MY BOX WI Pack my box w|123

6pt 14A 28a 11-1 14pt 8A 17a 7-1 36pt 3A 5a 3-1 8pt 13A 24a 10-1 18pt 5A 11a 5-1 48pt 3A 4a 3-1 10pt 13A 23a 9-1 24pt 5A 7a 4-1 60pt 3A 3a 3a 3-1 12at 10A 18a 7-1 30pt 4A 6a 2-1 77a 3A 3a 3a 3a

14pt 17A 38a 11-1 24-L 8A 16a 7-1 18pt 12A 28a 10-1 30pt 7A 13a 5-1 De Roos Roman 697

PACK MY BOX WITH FIVE DOZEN I Pack my box with five dozen jugs 1234567 6pt 30A 60e 22-1 14pt 17A 35e 11-1 8pt 22A 46e 19-1 18pt 12A 26e 11-1 10pt 24A 46e 15-1 24-5 9A 17e 9-1

PACK MY BOX WITH FIVE DOZEN I

Pack my box with five dozen jugs 1234567

Dom Bold 703

PACK MY BOX WITH FIVE DOZEN JUGSIA Pack my box with five dozen jugs 1234567 18pt 14A 29a 10-1 36pt 7A 12a 6-1 24pt 10A 18a 8-1 48pt 5A 9a 4-1 30pt 8A 14a 4-1

Dom Casual 696

PACK MY BOX WITH FIVE DOZEN JUGSIAB Pack my box with five dozen jugs 1234567890 18pt 15A 32a 11-1 36pt 6A 13a 5-1 60pt 4A 7a 3-1 24pt 10A 19a 7-1 48pt 5A 9a 4-1 72pt 4A 5a 4-1

Dom Diagonal 699

18 nt. shows

PACK MY BOX WITH FIVE DOZEN JUGS AB Pack my box with five dozen jugs 1234567890 36pt 6A 13a 5-1 4Bpt 5A 9a 4-1 60pt 4A 7a 3-1 72pt 4A 5a 4-1 18pt 14A 30c 9-1 24pt 10A 20c 7-1

E-13/B Type Magnetic Ink Character Recognition

123456789000000

**Elite Underwood Typewriter 205** 

PACK MY BOX WITH FIVE DOZEN JUGS ABCDEFG Pack my box with five dozen jugs 1234567 10et 20A 31o 9-1

**Engravers Bold 147** 

**PACK MY|1234** 

6-1 33A 25-1 12-1 12A 10-1 18-2 4A 4-5-2 28A 25-1 12-2 8A 5-1 24et 3A 3-6-3 19A 21-1 12-3 7A 7-1 30et 3A 3-6-4 14A 17-1 18-1 3A 5-1 36et 3A 3-5-1 1A 13-1

Engravers Old English 148

Pack My Box With Five Doze 123

PACK MY BOX WIT 123

Engravers Shaded 151

PACK MY 128

Engravers Text 541

Pack My Box With Tive Dozen Jugs 1234

Franklin Gothic 162

18 pt. shown

18-1 shown

18.2 shown

PACK MY BOX WITH FIV Pack my box with five 123



...Type Faces

Franklin Gothic Condensed 163

PACK MY BOX WITH FIVE DOZ| Pack my box with five doze|123

6pt 26A 48a 18-1 18pt 10A 20a 8-1 42pt 4A 8a 3-1 8pt 22A 42a 15-1 24pt 8A 13a 5-1 48pt 4A 6a 3-1 10pt 22A 33a 13-1 30pt 7A 11a 5-1 60pt 3A 6a 3-1 12pt 19A 33a 13-1 30pt 7A 11a 5-1 60pt 3A 6a 3-1 12pt 19A 33a 13-1 30pt 5A 9a 4-1 72pt 3A 4a 3-1

Franklin Gothic Extra Cond. 165

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS | Pack my box with five dozen jugs | 1234

 6pt
 31A
 58c
 22-1
 24pt
 11A
 17c
 8-1
 60pt
 5A
 E

 8pt
 22A
 50c
 21-1
 30pt
 9A
 14c
 7-1
 72pt
 5A
 8c
 10pt
 27A
 47c
 17-1
 36pt
 7A
 11c
 5-1
 84pt
 4A
 42pt
 6A
 9c
 4-1
 96pt
 4A
 42pt
 6A
 9c
 4-1
 96pt
 4A
 42pt
 6A
 9c
 4-1
 96pt
 3A
 38pt
 5A
 8c
 4-1
 120pt
 3A
 38pt
 5A
 8c
 4-1
 120pt
 3A
 38pt
 6a
 4a
 120pt
 3A
 38pt
 6a
 4a
 120pt
 3A
 38pt
 3a
 3a

Franklin Gothic Italic 166

18 pt. shown

PACK MY BOX WITH FIV | Pack my box with five | 123 | ## 124 ## 12

Franklin Gothic Wide 701

18 nt shown

PACK MY BOX WITH Pack my box with 123

6pt 17A 34e 12.1 18pt 6A 13o 5-1 42pt 3A 5a 3-1 8pt 13A 27p 11-1 24pt 5A 9p 4-1 48pt 3A 5a 3-1 18pt 14A 25a 9-1 30pt 4A 7a 3-1 60pt 3A 5a 3-1 12pt 12A 23a 10-1 30pt 3A 5a 3-1 12pt 12A 23a 10-1 30pt 3A 5a 3-1 12pt 12A 23a 10-1 30pt 3A 5a 3-1

Garamond 459

18 pt. shown

PACK MY BOX WITH FIVE DO Pack my box with five dozen jugs 123

Set 25A 53o 22-1 16pt 12A 26u 11-1 42pt 4A Bet 21A 45c 20-1 18pt 10A 22u 10-1 48pt 4A 5pt 21A 45c 15-1 24pt 8A 15u 8-1 60pt 4A 5pt 19A 40c 13-1 30pt 6A 11u 7-1 72pt 3A 6ct 17A 35u 13-1 36pt 5A 10c 6-1

### 

PACK MY BOX WITH FIVE DOZEN JUGS | ABCDEFGHI
Pack my box with five dozen jugs | 1 234567890| ab

PACK MY BOX WITH FIVE Pack my box with five do 123

6er 21A 44e 19-1 22r 15A 30e 10-1 18er 94 18e 7-1
8pr 18A 46e 19-1 14er 13A 30e 10-1 24er 7A 13e 7-1
10pr 19A 39e 12-1 14er 13A 30e 9-1 24er 7A 13e 7-1

Gothic No. 545—264

PACK MY BOX WITH FI

 PACK MY BOX WITH FIV Pack my box with five doze | 123

For the state of the state of

Headline Gothic 650

PACK MY BOX WITH 1234

Heritage 702

18 ot. shown

Pack My Box With Five Dozen Jugs 123456

Huxley Vertical 596

18 pt. sho

PACH MY BOX WITH FIVE DOZEN JUGS | 1234567890

Kaufmann Bold 657

Pack My Box With Tive Dogen 123

1001 18A 450 15-1 2401 7A 150 7-1 2601 3A 50 3-1
1201 17A 450 12-1 3601 6A 120 5-1 7201 3A 50 41
1401 15A 350 11-1 3601 3A 100 5-1 86/72 3A 46 3-1

Kaufmann Script 652

....

Pack My Box With Five Dogen Ju 123

10pt 21A 480 151 18pt 11A 250 10-1 36pt 5A 110 51
13pt 21A 480 151 24pt 8A 160 8-1 48pt 4A 80 41

Keynote 579

....

Pack My Box With Five Dozen 123

Law Italic 280

14 pt. shown

PACK MY BOX WITH FIVE DOZ | Pack my box with five dozen jugs 1234 for 124 370 151 1291 15A 31c 12-1 14st 12A 27c 15-1 16t 15A 390 15-1

Liberty 511

18 pt. show

Pack My Box With Five Dozen Jug 123
129 134 600 20-1 2401 54 250 9.1 4501 34 110 51 116 114 4201 44 120 9.1 4501 34 110 51
1801 74 350 13-1 3601 44 150 8.1

Lightline Gothic 222

18 of show

PACK MY BOX WITH FIVE DOZ Pack my box with five dozen 123



...Type Faces

Lightline Title Gothic 480

12-8 shown

PACK MY BOX WITH FIVE DOZEN 123

Lydian 666

18 nt shown

PACK MY BOX WITH FIVE DOZ Pack my box with five dozen 123

Lydian Bold 673

18 pt. shows

PACK MY BOX WITH FIVE DOZ|
Pack my box with five dozen|123

**Lydian Bold Condensed 692** 

18 pt. show

PACK MY BOX WITH FIVE DOZEN JUGS|A
Pack my box with five dozen jugs|123456

Lydian Bold Condensed Italic 693

PACK MY BOX WITH FIVE DOZEN JUGS A Pack my box with five dozen jugs | 123456

#### PACK MY BOX WITH FIVE DOZE Pack mu box with five dozen 1234 24pt 8A 14a 7-1 48pt 4A 6a 3-1 30pt 6A 11a 5-1 60pt 4A 6a 3-1 34-1 6A 9- 4.1 72pt 34 4a 3.1 10pt 24A 45a 15-1 12pt 19A 37a 11-1 14pt 17A 33a 10-1

Lydian Cursive 682

18/24 pt. shows

Pack My Box With Five Dozen 1234 18/24- 8A 20a 8-1 48pt- 3A 7a 3-1 24pt- 6A 15a 5-1 36pt- 4A 9a 4-1

Lydian Italic 667

18 of shown

PACK MY BOX WITH FIVE DOZEN Pack my box with five dozen 123456 24pt 9A 15o 7-1 30pt 7A 12o 5-1

Monotone Gothic 329

PACK MY BOX WITH FIVE Pack my box with five dol12 10pt 17A 33a 10-1 6-3 24A 47a 19-1 6pt 21A 42a 15-1

Murray Hill 711

Pack My Box With Five 1234

Murray Hill Bold 713

14pt 14A 53a 13-1 30pt 5A 19a 7-1 18pt 9A 36a 10-1 36pt 4A 15a 6-1

Pack My Box With Five 123

14pt 12A 43a 11-1 30pt 5A 15a 6-1 18pt 8A 29a 9-1 36pt 4A 13a 6-1 24pt 5A 19a 8-1 49-1 2A 0- 4-1

**New Casion 331** 

PACK MY BOX WITH F Pack my box with five dol123 14pt 12A 25a 11-1 18pt 7A 17a 9-1 24pt 5A 12a 7-1

New Caslon Italic 332

PACK MY BOX WITH FIV Pack my box with five dozen 123 14pt 13A 29a 11-1 18pt 9A 20a 9-1 24pt 6A 12a 7-1

PACK MY BOX WITH FIVE DOZI Pack my box with five dozel123 12pt 19A 36e 11-1 14pt 16A 29e 10-1 18pt 10A 20e 8-1 24pt 8A 13c 7-1

News Gothic Rold 715

PACK MY BOX WITH FIVE DI Pack my box with five d|123 18pt 9A 17a 7-1 24pt 7A 11a 6-1 30pt 5A 9a 4-1 26pt 5A 8a 4-1

**News Gothic Condensed 339** 

PACK MY BOX WITH FIVE DOZEN JUGSI Pack my box with five dozen jugs 11234 18pt 14A 26o 10-1 42pt 6A 10o 5-1 24pt 11A 18o 8-1 48pt 5A 9o 4-1 30pt 9A 15o 7-1 60pt 4A 7o 3-1

News Gothic Condensed Bold

PACK MY BOX WITH FIVE DOZEN JUGI Pack my box with five dozen pl12345

News Gothic Extra Cond. 340

PACK MY BOX WITH FIVE DOZEN JUGS ABCDEFGHIJKLMNOPQ Pack my box with five dozen jugs | 1234567890 | abcdefghijklm

18pt 22A 42o 17-1 24pt 18A 28o 12-1 30pt 15A 23o 10-1

## PACK MY BO| Pack my bo|12

Onyx 661

18 pt. shows

PACK MY BOX WITH FIVE DOZEN JUGS JABC Pack my box with five dozen jugs | 123456789

Park Avenue 577

18 pt. shows

Pack My Box With Tive Dozen 1234

1201 134 440 151 200 44 130 71 4401 34 80 41

1401 124 400 151 3001 44 130 71 4401 34 80 41

1801 84 20 11-1 3601 44 130 51 4401 34 80 41

Phenix 651

24 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS ABCDEF
Pack my box with five dozen jugs 1234567890

Piranesi Bold Italic 570

18 pt. sho

Pack My Box With Five Do 123

Piranesi Italic 547

18 pt. show

Pack My Box With Five Dozen Jug 123

Bot 17A 850 26-1 1601 13A 450 17-1 3001 4A 150 27-1
1001 17A 850 21-1 1601 18A 500 13-1 3001 4A 150 37-1
1201 13A 350 20-1 2401 3A 180 9-1
1201 13A 350 20-1 2401 3A 180 9-1

Railroad Gothic 364

18 pt. shows

PACK MY BOX WITH FIVE 12345

 Spc
 23A
 17-1
 24pt
 8A
 5-1
 60pt
 4A
 3-1

 10pt
 21A
 12-1
 30pt
 6A
 4-1
 72pt
 3A

 12pt
 17A
 10-1
 34pt
 3A
 4-1
 84pt
 3A
 3-1

 14pt
 16A
 9-1
 42pt
 4A
 3-1
 95pt
 3A
 3-1

 18pt
 11A
 8-1
 48pt
 4A
 3-1
 120pt
 4A
 3-1



...Type Faces

Raleigh Cursive 531

18 pt. shown

Pack My Box (With Five Dozen Jul 123

PACK MY BOX WITH FIVE DOZEN JUGS A
Pack my box with five dozen jugs 123

Repro Script 705

24 pt. shown

Pack My Box With Five Dogen 1234

Royal Script 304

18 pt. shown

Pack My Box With Five Dozon Jugs 128
1281 154 440 17.1 30pt 44 140 7.1 4491 3A 90 41
1840 8A 270 17.1 30pt 4A 140 7.1 Hand-finished

Spartan Black 683

18 pt. show

PACK MY BOX WITH FIVE DO | Pack my box with five do | 123 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 | 124 |

Spartan Black Condensed 68

Spartan Black Cond. Italic 688

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUGS A Pack my box with five dozen jugs 1234567

# PACK MY BOX WITH FIVE DO | Pack my box with five do | 123

Spartan Book 707

PACK MY BOX WITH FIVE DOZE Pack my box with five dozen ju 123

Spartan Extra Black 694

18 pt. shown

## PACK MY BOX WITH FIVE Pack my box with five d 12

12pt 15A 28a 10-1 30pt 5A 8a 4-1 60pt 4A 4a 14bt 14A 25a 9-1 36pt 3A 6a 3-1 72pt 3A 3a 18pt 9A 16a 7-1 42pt 3A 5a 3-1 Spartan Heavy 685

Spartan Heavy Italic 68

18 pt. show

Spartan Medium 680

10 -1 -1---

PACK MY BOX WITH FIVE DOZE Pack my box with five dozen 1234

Spartan Medium Condensed 706 18 pt. de

PACK MY BOX WITH FIVE DOZEN JUGS|AB Pack my box with five dozen jugs|1234567

Spartan Medium Italic 681

PACK MY BOX WITH FIVE DOZE Pack my box with five dozen 1234

Standard Typewriter 384

PACK MY BOX WITH FIVE DOZEN JUGS Pack my box with five dozen 12345

Steelplate Gothic Bold 1873

30 pt. shown

## PACK MY 12

Stymie Black 598

18 pt. shown

# PACK MY BOX WITH FI | Pack my box with fiv | 123

Stymie Black Italic 599

## PACK MY BOX WITH F Pack my box with fi | 123

Stymie Bold 551

18 pt. shown

PACK MY BOX WITH FII
Pack my box with five|123

Stymie Bold Condensed 658

12pt 14A 26a 8-1 24pt 5A 9a 4-1 14pt 11A 21a 7-1 30pt 4A 8a 3-1

18 pt. show

## PACK MY BOX WITH FIL Pack my box with five 123 6pt 22A 46a 17-1 14pt 12A 25a 8-1 8pt 19A 40a 13-1 18pt 8A 17a 7-1 10pt 17A 35a 11-1 18-2 9A 19a 7-1

Stymie Light 553

PACK MY BOX WITH FIVE DI Pack my box with five do 123 6pt 26A 53a 21-1 12pt 18A 34a 12-1 8pt 22A 44a 19-1 14pt 15A 28a 10-1 10pt 20A 38a 12-1 18pt 9A 19a 8-1 30pt 5A 10o 5-1 36pt 5A 8o 4-1

Stymie Medium 552

PACK MY BOX WITH FIVE Pack my box with fivel1234 6pt 25A 50a 20-1 8pt 21A 43a 15-1 10pt 19A 37a 11-1 10-2 21A 42a 12-1

Thompson Quillscript 700

Pack My Box With Five Dozen Jugs 123 14pt 15A 47a 11-1 24pt 7A 21g 7-1

Tower 587

PACK MY BOX WITH FIVE DOZEN JUGSIA Pack mu box with five dozen jugs 12345678 12pt 26A 50a 19-1 24pt 11A 20a 10-1 48pt 5A 9a 5-1 14pt 22A 43a 15-1 30pt 9A 16a 8-1 60pt 4A 7a 4-1

Typo Roman 509

18-1 shown

PACK MY BOX WITH FIVE DOZEN JUGI Pack my box with five dozen jugs 1234567890 18-1 13A 29c 12-1 24-1 10A 18c 9-1 10pt 26A 54a 20-1 12pt 23A 48a 19-1

**Typo Roman Shaded 481** 

PACK MY BOX WITH FIVE DOZEN JUGI Pack my box with five dozen jugs 1234567890 12pt 23A 50a 19-1 18-1 13A 29a 12-1 24-1 10A 19a 10-1 24-2 11A 21a 10-1



.Type Faces

Typo Script 399

18 pt. shown

Pack My Box With Five Dozen Jugs 1234567890 14pt 15A 53a 17-1 30pt 6A 20a 9-1 48pt 4A 12a 5-1 18pt 10A 32a 13-1 36pt 5A 16a 8-1 60pt 3A 10a 5-1

**Typo Script Extended 400** 

Pack My Box With Five Dozen Jugs 12345 12pt 17A 47e 19-1 24pt 8A 18e 10-1 48pt 4A 9e 5-1 14pt 15A 42e 17-1 30pt 6A 15e 9-1 60pt 3A 8e 5-1 Typo Upright 404

Lack Mu Box With Five Dozen Jugs 12345678 12pt 19A 54c 21-1 18pt 10A 32c 13-1

Ultra Bodoni 518

PACK MY BOX WITH F Pack my box with fi|123

Ultra Bodoni Extra Cond. 573

PACK MY BOX WITH FIVE DOZEN Pack my box with five dozen jul 123 12pt 18A 34a 12-1 30pt 7A 11a 5-1 48pt 4A 7a 3-1 14pt 17A 30a 11-1 36pt 5A 9a 5-1 60pt 3A 5a 3-1 18pt 11A 22a 9-1 42pt 5A 8a 4-1 72pt 3A 3a 4-1

Ultra Bodoni Italic 516

PACK MY BOX WITH

Pack my box with 1234

**Underwood Typewriter Inland 216** PACK MY BOX WITH FIVE DOZEN JUGSA Pack my box with five dozen 12345 12pt 16A 25a 8-1

Univers 46

PACK MY BOX WITH FIVE DOZEM Pack my box with five dozen 234

Fig. 12.34

Fig.

Univers 47

PACK MY BOX WITH FIVE DOZEN JUGS ABCDE Pack my box with five dozen jugs 1234567890

Univers 53

PACK MY BOX WITH FIVE D
Pack my box with five 12.34

Univers 55

Univers 57

PACK MY BOX WITH FIVE DOZEN JUGS AB
Pack my box with five dozen jugs 12345678

Univers 58

PACK MY BOX WITH FIVE DOZEN JUGS A
Pack my box with five dozen jugs 123456

Univers 59

PACK MY BOX WITH FIVE DOZEN JUGS | ABCDEFGH
Pack my box with five dozen jugs | 1234567890 | abcde

PACK MY BOX WITH FIVE Pack my box with five 123

#### Univers 65

10 . 1

PACK MY BOX WITH FIVE DOZE Pack my box with five dozen 123 Fig. 244, 569 19-1 1 Test 154, 256, 261 1 3647 44, 56 14 1 3647 44

Univers 66

18 pt. shown

PACK MY BOX WITH FIVE DOZ | Pack my box with five doze | 123 | 124 | 124 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125 | 125

Univers 67

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUG Pack my box with five dozen jugs | 123456 6pt 20A 540 20-1 | 16pt 10A 200 12-1 | 20pt 6A 110 57 6pt 20A 50 20-1 | 16pt 10A 200 10-1 | 30pt 6A 90 44 10pt 20A 20 21-1 | 245 10A 106 81 | 40pt 3A 60 31 10pt 20A 20 21-1 | 245 10A 106 81 | 40pt 3A 60 31

Univers 68

18 pt. shown

PACK MY BOX WITH FIVE DOZEN JUG | Pack my box with five dozen jugs | 1234 |

or 31A &0 221 | 14e1 18A 350 11.1 | 30e1 4A 10e 41 8e 4

Univers 73

18 pt. shown

Univers 75

18 pt. shown

PACK MY BOX WITH FIVE DO | Pack my box with five doz | 123 | 6pt 22A 47c 19-1 | 14pt 13A 27c 9-1 | 30pt 4A 80 4-1 | 14pt 14A 27c 9-1 | 30pt 4A 80 4-1 | 14pt 14A 27c 9-1 | 30pt 4A 80 4-1 | 14pt 14A 27c 9-1 | 30pt 4A 30 4-1 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 31pt 14A 27c 9-1 | 30pt 3A 40 31 | 30pt

atf

...Type Faces

Univers 76

....

PACK MY BOX WITH FIVE DO Pack my box with five doz 123

6pt 22A 46a 18-1 14pt 14A 26a 9-1 30pt 4A 7a 8pt 18A 38a 14-1 18pt 9A 19a 8-1 36pt 3A 6a 10pt 18A 36a 11-1 24-5 7A 12a 6-1 48pt 3A 4a

Univers 83

18 pt. shown

PACK MY BOX WITH FIV
Pack my box with fiv 123

69 104 300 141 169 114 210 7.1 309 34 50 31
69 104 300 11-1 169 104 106 61 309 34 50 31
69 104 200 10-1 200 64 106 51 309 34 50 31
69 104 200 104 200 106 105 31

Verong 695

18 pt. show

PACK MY BOX WITH FIVE D Pack my box with five dozen jugs | 1234

Wedding Text 414

18 pt. shown

Hack My Lox With Tive Pozen Ju 123

Whedons Gothic Outline 722

18 pt. shown

PACK MY BOX WITH FIVE DOZEN LI pack my box with five dozen li 128 Whitehall 566

18 pt. shown

PACK MY BOX WITH FIVE D Pack my box with five dozen 123

8pt 19A 44a 17-1 18pt 9A 21a 8-1 36pt 4A 9a 4 10pt 20A 44a 14-1 24pt 7A 13a 7-1 42pt 4A 7a 3 12pt 16A 37a 11-1 30pt 5A 10a 6-1 48pt 3A 6a 3 14pt 15A 27a 10-1

Whitin Black 29

18 pt. shown

## PACK MY BOX WITH Pack my box with 1234

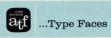
6pt 18A 38a 15-1 18pt 7A 15a 6-1 42pt 3A 5a 8pt 16A 34a 13-1 24pt 5A 9e 4-1 48pt 4A 5a 10pt 15A 29a 10-1 30pt 4A 7a 4-1 65pt 3A 4a 12pt 13A 25a 9-1 36pt 3A 6a 3-1 72pt 3A 3a 14pt 11A 21a 7-1

Whitin Black Condensed 30

18 pt. shows

## PACK MY BOX WITH FIVE Pack my box with five do 123

8pt 21A 42a 17-1 24pt 7A 12a 5-1 48pt 3A 5a 3-1 0pt 20A 37a 11-1 30pt 5A 10a 4-1 60pt 3A 5a 3-1 2pt 17A 33a 10-1 36pt 5A 8a 4-1 72pt 3A 4a 3-1 4pt 14A 28a 9-1



### Accented Letters... Spanish

Fonted assortments of Spanish accented letters are available for faces listed below in 6, 8, 10, 12, 14, 18 and 24 pt. Larger sizes may be ordered as sorts, provided matrices are available.

Alternate Gothic #1
Alternate Gothic #2
Alternate Gothic #2
Bank Cothic Bold
Bank Gothic Light
Bank Gothic Light Condensed
Bank Gothic Light Condensed
Bank Gothic Medium
Bank Gothic Medium
Bank Gothic Medium
Bernhard Gothic Heavy
Bernhard Gothic Light
Bernhard Gothic Medium
Bodoni Bold

silon 3540 inhury Bold anhury Expanded Inhury Expanded Italic inhury Oldstyle beltenham Bold Condensed beltenham Bold Extra Condbeltenham Bold Extra Condbeltenham Medium poperpicte Gothic Bold paperpicte Gothic Heavy

Copperplate Gothic Heavy copperplate Gothic Light Copperplate Gothic Light Condensed C Geniconend Confine Condensed #529
Goudy Oldstyle
Koufmann Bold
Koufmann Script
Liberty
News Gothic
News Gothic Condensed
News Gothic Extra Condensed
News Memory
Park Avenue
Park Avenue
Park Newsone
Park Newsone

Sparton Heavy
Sparton Medium
Stynnie Bold
Stynnie Bold
Stynnie Bold
Stynnie Bold
Stynnie Bold
Tower
Typo Roman Shaded
Typo Script
Typo Script
Typo Script
Stynnie Medium
Typo Script
Stynower
Wedding Text

## Metal, Brass and Copper Thin Spaces

#### **Metal Thin Spaces**

These are 2 point Duratin Leads cut to lengths which correspond to regular type bodies from 12 to 42 point. Packaged in 4 ounce cartons. Sizes available: 12, 18, 24, 30, 36 and 42 point. For larger sizes, regular Duratin Leads may be used.

#### Copper and Brass Thin Spaces

Half point Copper and one point Brass Thin Spaces are put up in 2 ounce packages of one body size, either Copper or Brass. Sizes available: 6, 8, 10, 12, 14, 18, 24, 30, 36, 42, 48, 60 and 72 point.



## **Type Foundry Spaces and Quads**

Precision-Cast in Type Moulds

#### SPACES

are non-printing types less than one em in set width. Thickness is commonly designated by the number of pices that add up to approximately one em, as 5-to-em, 4-to-em, and 3-to-em. ATF Foundry Spaces are graduated on the point-set system to quarter points. 10 point 3-to-em Spaces are 3½ points set; 14 point 3-to-em Spaces are 5 points set; 2-to-em is called EN SPACE.

#### QUADS

are cast em-set, two-em or three-em. Sizes smaller than 14 point contain all three; 14 point to 24 point do not contain three-em Quads. Larger sizes are em Quads.

#### SPECIAL HEIGHT,

Base Height and %-inch Spaces and Quads are cast to order in foundry lines only (see page 22). Spaces or Quads can be shaved down at the Foundry to desired LOWER heights at extra cost.

#### INTERMEDIATE SIZES

— 5½, 7, 9, 11, 20, 22, 54 and 66 point Spaces and Quads are not put up in fonts or packages. These and larger sizes — 84, 96, 108 and 120 point — are supplied as sorts only.

#### JUSTIFIERS

When setting Typewriter type, use Justifiers instead of regular spaces. Send sample with order or specify typewriter face for which they are required.

#### Set Widths of Spaces and Quads in Points

			(	QUADS									
Pt. Size	Thin Spaces	Thinner Than 5-em	5 to Em	4 to Em	3 to Em	En	Em	2-em	3-em				
4 pt					135	2	4	8	12				
41/2					135	234	432	9	131/2				
5 6 8				135	2	23/2	5	10	15				
6				11/2	2	3	6	12	18				
8			11/2	2	3	3 4 5	8	16	24				
10		11/2	2	21/2	31/2	5	10	20	30				
12		2 2 2 2 3 4 4 6	2½ 3 3 4 6	3	5 5 6 8	6 7	12	24	36				
14		2	3	4 4 6	5	7	14	28					
16		2	3	4	5	8 9	16	32					
18		2	3	4	6	9	18	36					
24	2	3	4	6	8	12	24	48					
30	3	4	6	8	10	15	30						
36	3	4	6	9	12	18	36						
42	4	6	9	11	14	21	42						
48	4	6	9	12	16	24	48						
60	6	8	12	15	20	30	60						
72	6	9	12	18	24	36	72						

#### Heights of Spaces and Quads

Size	Regular	Special Height	Base Height	% in							
4 pt.	.889	Special Heights									
41/2	.889	made to order									
5		only as sorts									
6	.800	.878	*	*							
8	.800	.878									
10	.800	.878	*	*							
12	.800	.878	.853								
14		.844	.853	.875							
16	.865		*	*							
18		.844	.853	.875							
24		.844	.853	.875							
30		.822	.853	.875							
36		.822	.853	.875							
42	.822	.835	.853	.875							
48		.835	.853	.875							
60	.795	.835	.853	.875							
72		.835	.853	.875							

## **Duratin Metal Quotation Quads and Furniture**

#### **Duratin Metal Quotation Quads**

Cast in DURATIN Metal, with closed bottoms. Quads in packages No. 1 through 14 are 759° high, larger sizes are 795° high. Turned upside down, 759° quads may be used as electrotype base. A small rib inside open end provides grip for handling with tweezers. Made on regular type-casting machines, equally accurate as Foundry twpe. Each package contains a single size.

## Duratin Metal Quotation

Cast in DURATIN Metal, approximately 595" high, in sizes listed below. Each pack-

## **ATF Duratin Leads and Slugs**

#### Standard Body Sizes

Leads are strip-metal spacing material in body sizes 1, 2, 3 and 4 point. Slugs are strips of the same material, in body sizes 6, 8, 10 and 12 point.

#### **Duratin Leads and Slugs**

are produced in strips 24 inches long. All metal is formulated at the refinery. Scrap metal such as old batteries, lead cables, etc., are not used for DURATIN.

#### Standard Height

is .759" (electrotype base height). Other special heights such as .853" (high base) and .765" (Ludlow base) are made to order only. Inquiries for price quotations should state height and quantities desired

## **Sorts of Typecast Products in Foundry Lines**

All information given in this schedule applies to items in our current line as well as to inactive items.



#### What is a Foundry Line?

A "Foundry Line" comprises as many type, cast from *one* matrix, as can be placed in a 36 pica line (see illustration above).

The cut shown has a 42 point body and a 52 point set width. One 36 pica foundry line — 432 points. Therefore, one line would contain  $432 \div 52 = 8$  type.

Use the convenient Conversion Table on the opposite page to determine the quantity of type in one foundry line. Order a sufficient number of foundry lines to give you the quantity of type required.

#### Why a 36 Pica Line?

A 36 pica line is the foundry's standard production unit. Fonts too, are made up to the 36 pica measure. However, in sorts one line will contain only one kind of letter, figure or other character.

#### What may be Ordered as Sorts?

Any item, active or inactive, that can be cast by normal methods and for which we have matrices in our possession.

#### Delivery

Foundry lines are cast as soon as possible after the order reaches the foundry, provided matrices are available. Since sorts are always cast to special order only, immediate delivery cannot be expected. Ask your ATF type dealer for current delivery information on sorts.

#### Weight of 36 pica Foundry Lines Approx. Wt. Approx. Wf. Number of Number of Palet One Pound One Pound Foundry I 070 14 29 18 396 31/2 .080 12.50 24 .504 2.00 10.75 625 1.60 .093 30 41/2 .098 10.20 34 750 1 34 .117 8 54 42 875 1.15 51/2 .123 8 13 48 1.000 1.00 4 138 7.25 54 1.125 .89 .80 8 .179 5.59 60 1.250 .193 5.18 72 1.500 .67 .57 10 216 4 63 84 1.750 12 264 3.79 20 2 00 .50 120 2.50 .40 14 302 3.31 2 98 144 3 00 33 16 .336

Sorry, Foundry Lines cast to order may not be returned for credit.

## **Adcuts and Logotypes**



#### What are they

Company or personal signatures, trademarks, emblems, symbols, designs or similar subjects can be cast in type in hard, long-wearing, foundry-type metal. These are called adouts. Logdyres are combinations of letters, positions, figures, fractions, or words which are east for convenience on one body. All are east on point-system bodies (the meaas fonted type), and supplied in 36-pica foundry lines. And all print better, last longer and cost less than electroal. They also phase with active or inactive ATF faces where necessary.

#### **Preparatory Work**

There is a charge for tooling and preparation on initial orders, which can be supplied by your Authorized Dealer. Tooling for more elaborate designs, intricate detail, shading, mortising, or other special treatment is subject to prior quotation by ATF.

#### **Drawings or Art Work**

In cases where the refining of artwork may be required in addition to normal preparation a charge will be made based on the quality and design of samples received. All drawings or artwork submitted for quotations should, therefore, be a large and as finished as practicable. In the event it is necessary or desired that ATF create finished artwork from sketches, quotations will also be given.

Preparations for casting are made for our own unique methods and systems. These remain ATF's property and are maintained for use on proper authorization. ATF sells only the product of its machines and preparation.

#### Casting

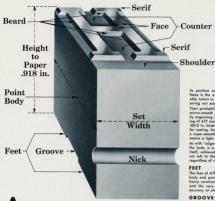
Adcuts, logotypes, and special non-existing characters are priced in the same manner as all other sorts in 36pica lines.

Convers					
Pt. T	ype Per P		Per	Pt.	Type
Set I		ef	Line	Set	Line
		816	50	19	22
		8%	50	1914	
114		8¾	49	191/2	22
		8%	48	19%	
		9	48	20	
		914		2014	
		9%		20%	
	216	91/2	45	21	20
		9%		2114	
		9%		211/2	
		9%		21¾	19
		01/6	43	221/4	
		01/4	42	221/2	
		0%	41	22¾	18
		101/2		23	
		0%	40	231/4	
		10%		231/2	
		11	39	24	
		1%		2414	
3%	115 1	1114	38	241/2	17
3%		136	37	24¾	
		11½	37	25	
41/4		11%		2514	
4%		11%		25%	
4%		12	36	26	
4%		121/6	35	2614	
4%		1214		261/2	
4%		12%		26%	
5		12%		27	
514		12%		271/2	
5%		12%		27¾	
51/2		13		28	15
5%		13¼		2814	
5%		131/2		281/2	15
5%		13%	31	29	
6%		1414		2914	
614		141/2		291/2	
6%	67	14%	29	29%	14
61/2		15		30	14
6%		1514		301/4	
6%		151/2		30%	14
7		16		31 to 33	
7%		1614	. 26	33¼ to 3	6 12
7¼		161/2		36¼ to 3	
7%		16%		39½ to 4	
7½		17		43¼ to 4	
7% 7%		171/4		54% to 6	
7%		17%	24	61% to 7	
8		18	24	72¼ to 8	
816		1814		861/2 to 1	08 . 4
8¼		181/2		108½ to 1	
8%	51	18¾	. 23	144½ to 2	16. 2

## Approximate Quantity of Each Character in ATF Type Fonts Use "A" schemes given as key to this table

CAPS	3A to 33A																															
	.,																															
W Y		2	2 :	2	3	3	3	4	4	4	5	5	6	- 6	7	7	8	8	8	8	9	9	10	10	11	11	11	11	12	12	13	13
G '		2	2 3	3	3	3	4	4	5	5	6	6	7	7	8	8	9	9	9	10	10	11	11	12	12	13	13	14	14	15	15	16
2 X Z & : ;	1 ?	1	1	1	2	2	2	2	3	3	3	3	3	3	4	4	4	4	4	4	5	5	5	5	5	5	5	5	6	6	6	6
LOWER	CASE			١	Who	en :	he	f co	omi	oina	tio	ns c	re	incl	ude	d i	n fo	nts	the	qu	anf	ity	of	f is	rec	luce	ed t	0 50	ame	e as	g	
inorst.		3	4 :	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
gpwy		2	2 :	2	3	3	3	4	4	5	5	5	6	6	7	7	8	8	8	9	9	10	10	10	11	11	11	12	12	13	13	14
. 1		,	2		4		5	4	7		10	0	0	10	11	12	12	13	13	14	15	16	16	17	18	19	19	20	20	21	21	22
			1	1	1	2	2	2	2	2	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	5	5
m m m : ; 1 ?			1	1	1	1	1	1	1	1	2	2	2	2	2	2	2	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3
		-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		-	-	_	-
FIGURES																																
1		3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33
2345678	9\$,	2	3	4	4	5	6	7	8	9	10	11	11	12	12	13	13	14	15	16	18	19	19	20	21	22	23	24	25	26	27	28
·		3	2	٥	2	2	2	11	12	13	13	4	5	5	5	5	4	6	4	6	7	7	7	7	8	8	8	8	8	8	0	9
		-	-	-	-	÷	Ť	÷	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	÷	-	-	-	-	-	-	-	-
	34A to 75A																											_				
AINORS	т.,	4 3	35 3	6	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	58	60	63	65	68	70	73	75	
S W Y	1	4 1	14 1	3	25	25	26	27	28	28	29	29	30	31	32	32	33	33	34	35	25	36	37	39	40	42	43	45	47	49	50	
DHMPU	1	8 1	19 1	,	20	20	21	21	22	22	23	23	24	25	26	26	27	27	28	28	28	29	29	31	32	34	35	36	37	39	40	
	4	1 4	42 4	3	45	46	47	48	50	51	52	53	54	55	57	58	59	60	61	62	63	65	66	69	72	75	78	81	84	87	90	
F G '	1	6	16 1	7	18	18	19	19	20	20	21	21	21	22	22	22	23	23	24	24	25	25	26	27	28	29	30	32	33	34	35	
J K V		9	9	9	9	9	10	10	10	10	10	10	11	11	11	11	12	12	12	12	12	13	13	13	13	14	14	14	14	15	15	
QXZ&:;	1 7	6	6	6	6	6	6	7	7	7	7	7	7	8	8	8	8	8	8	8	8	9	9	9	y	10	10	10	10		11	_
LOWER																																
ainorst	3	4 :	35 3	6	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	58	60	63	65	68	70	73	75	
pab m A		4	14 1	5	15	15	16	16	17	17	17	17	18	18	19	19	20	20	21	21	21	22	22	23	24	25	26	27	28	29	30	
c f m u	1	8	21 2	2	20	20	24	21	22	25	25	25	27	23	29	29	30	30	31	31	31	32	33	34	36	38	39	40	42	43	45	
	4	5 .	47 4	8	49	51	52	53	54	56	57	59	60	61	62	64	65	67	68	69	70	72	73	77	80	84	87	90	93	97	100	
h I	2	2 '	23 2	4	25	25	26	27	28	28	29	29	30	31	32	32	33	33	34	35	36	37	37	39	40	41	43	45	47	49	50	
j k v		9	9	9	9	9	10	10	10	10	10	10	11	11	11	11	12	12	12	12	12	13	13	13	13	14	14	14	14	15	15	
q x z		6	6	6	6	6	6	7	7	7	7	7	7	8	8	8	8	8	8	8	8	8	9	9	9	9	10	10	10	10	11	
. ,	1	8	19 1	9	19	20	20	21	21	22	22	23	24	25	25	26	26	27	27	28	28	79	79	30	32	33	35	35	37	38	40	
0 6 6	<b>?</b>	2	3	3	3	3	3	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	
n #		4	4	4	4	4	4	4	4	4	4	4	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	6	7	7	7	
·		6	6	6	6	6	6	7	7	7	7	7	7	8	8	8	8	8	8	8	8	9	9	9	9	9	10	10	10	10	11	
FIGURES	s																															Ī
1	,	4	35 3	6	37	38	39	40	41	42	43	44	45	46	47	48	49	50	51	52	53	54	55	58	60	63	65	68	70	73	75	
2245678	104 2	Q.	30 3	11	32	23	34	35	36	37	38	39	40	41	42	43	44	45	46	47	48	49	50	53	55	58	60	63	65	68	70	
0.		10	41 4	12	43	44	45	46	47	48	49	50	51	52	53	54	- 55	56	57	58	59	60	61	64	66	69	71	74	76	79	81	
-		9	9	9	9	9	9	10	10	10	10	10	11	11	11	11	11	12	12	12	12	13	13	13	13	14	14	14	14	15	15	

## THE ANATOMY OF ATF TYPE



LIGNMENT

In ATF type, alignment is built into the matrix The base, or line, of the letter is an integral dimension of the matrix and is not left to the casting machine operator's discretion. Every letter cast from ATF matrices will align regard less of when it is cast. Casting machines not having this feature cannot constantly cast quality type. Accordingly, carelessness, lack of skill on the part of the operator, slippage or wear can all result in different adjustment and alignment on different letters or different castings.

An efficient body must be strong. Making metal hard is a simple matter, but a metal that will withstand abrasion by paper stocks as well as the abusive pressures of printing and reproduction methods such as stereotyping, electrotyping, rubber plate molding, etc., must be more than hard. It must be tough. ATF type is taugi but its toughness rests not alone in the metal formula. To produce a tightly compressed, fine grain metal the molten metal must be cast at high temperature under high pressure in a water-cooled mold. Ordinary type casting ma-chines connot match the high pressures or high temperatures of ATF casters and few are equipped with water-cooled molds. In consethe hardness of ATF type, even if they use ATF metal. By the same taken, we can cost harder type from their metal than they can. Accuracy is another important requisite of the

type bady. If the body of a character tapers in any direction or if its four sides are out of square, this character cannot set snugly against its neighbors, is bound to produce a spongy line or form. Here, again, the heavily con-structed, non-adjustable mold which characterizes ATF casters assures a degree of accuracy which others can seldom mat

#### COUNTER AND DEPTH ATF matrices are engraved — not stamped — in hard nickel brass. They are cut with precision

tools which assure clean walls and sharp edges, even at maximum depths. Most matrices are stamped or punched, rather than engroved. Because of this fact they require a softer brass and there is a definite limitation on the depth to which the punches can be driven, particularly in the shaping of counters.

The face of ATF type has three distinctive features—its design, the efficiency with which it lays ink anto paper uniformly and sharply and its position on the body. The design of ATF faces is the combined work of the best available talent in type design and type layout, assuring not merely novel but PRACTICAL fores. Their printability comes from their sharp edged mirror-smooth face and can be obtained only by engraving of the finest sort. The final engrav ing of ATF matrices is done with tools as fine as .0015 in. thickness, which provide a fine surface for casting. However, ATF goes further to obtain a super-smooth printing surface by giving each matrix a light finishing coat of chrom As with "alignment," the position of the face on the body is a precise dimension in the matrix itself, achieved by expert hand finishing. It is not left to the operator, hence it is identical.

#### FFFT

The feet of ATF type are always square with the body and parallel to the face, because of the heavy construction of the mold on ATF casters and the care expended in maintaining their accuracy at all times.

#### GROOVE

The groove in ATF type is machined during the costing operation. ATF costing machine operators are careful to keep their grooving knives both sharp and properly adjusted and thus avoid the burrs that make some other types more than type high or uneven on their feet.

regardless of when the type is cost

#### The set of ATF type, like its "alignment," in

built into the matrix and is not subject to the always identical in ATF type, regardless of when it is cost, is further guaranteed by the fact that the precise dimension of each character is stamped on the matrix as a guide to the operator and the inspectors who m check on the accuracy of the ATF product Good letterspacing is normal with ATF type. Each character is fitted individually to look its best with all other letters in its alphabet. Overhanging letters set well because they are p erly kerned and rubbed - a PLUS VALUE in ATF type.

#### TYPE HEIGHT

The carefully controlled depth of ATF's engraved matrices, plus the equally accurate height of ATF molds, produces type of constantly uniform height. Further precaution against inaccu racy is the rigid ATF inspection which discards any type that is over .0005 in. high or low.

## **ATF Types Offer You**

numerous possibilities to express your message in the type best suited to the job. Specimen lines of more than 200 different faces are shown in this new index of ATF Types.

Skilled use of these types will add color and interest to any printed piece. Several of the new faces were designed to give display lines a "handlettered" look at only a fraction of the cost of made-to-order lettering!

#### **Best for Printing and Reproduction Proofs**

As most printers know, ATF type is the best quality foundry type available. Because of a superior metal alloy used in a precision casting operation, it lasts longer and prints more clearly, with well defined detail. This makes it ideal not only for printing direct from the type, but also for top quality reproduction proofs. Yet ATF type costs little, particularly in the smaller sizes which many reinters use only once and diseard, without distributions.

#### Offer Your Customers a Versatile Type Service

with Only a Modest Investment

If you are thinking of adding a casting machine, particularly one for display lines, consider the advantages of far lower investment and greater flexibility of a selection of foundry type.

The wide range of styles and sizes available to you as you need them—the lower cost that makes it possible to discard old faces and add new ones as your requirements change—enable you to offer the most versatile type service with the smallest investment.

#### ATF Types are Readily Available

ATF's network of type dealerships throughout the country insures immediate availability at convenient locations. In addition, a reserve stock is maintained at the foundry in Elizabeth, New Jersey.

For quickest service, send your orders for type and foundry products to the authorized ATF Type Dealer in your area.

